

**WSOC-TV**

|  |                                |                                 |                                   |
|--|--------------------------------|---------------------------------|-----------------------------------|
| Agency Name:                               | Smart Media                    | Advertiser Name:                | McCrory                           |
| Agency #                                   |                                | Advertiser #                    |                                   |
| <input checked="" type="checkbox"/> Credit | <input type="checkbox"/> Debit | <input type="checkbox"/> Refund | <input type="checkbox"/> Transfer |
| OSI Contract # 320413                      |                                | Invoice Nbr.: 633318            |                                   |
| Today's date: 10/9/2012                    |                                | Time Aired:                     |                                   |
| A/E Name: Andrea Moore                     |                                | Date Aired: 9/24/12             |                                   |
| Billed at Rate:                            |                                | Ntl. Rep Nbr:                   |                                   |
| Gross Credit/Debit: \$8,600.00             |                                | Corrected Rate:                 |                                   |
| Net Credit/Debit: \$7,310.00               |                                | Order Type                      |                                   |

**REASON FOR ADJUSTMENT:**

**SALES**

|                          |                        |
|--------------------------|------------------------|
| <input type="checkbox"/> | Agency Commission Adj. |
| <input type="checkbox"/> | Sales Ordering Error   |
| <input type="checkbox"/> | Makegood Error         |
| <input type="checkbox"/> | Rate Adjustment        |
| <input type="checkbox"/> | Terlep Ordering Error  |
| <input type="checkbox"/> | Terlep Makegood Error  |
| <input type="checkbox"/> | Spots Double Ordered   |

**OTHER**

|                          |                         |
|--------------------------|-------------------------|
| <input type="checkbox"/> | Carting Error           |
| <input type="checkbox"/> | Technical Difficulty    |
| <input type="checkbox"/> | Network Overrun         |
| <input type="checkbox"/> | Invoice Billing Error   |
| <input type="checkbox"/> | Computer Conv. Error    |
| <input type="checkbox"/> | Production Billing Adj. |
| <input type="checkbox"/> | Internet                |

**TRAFFIC**

|                          |                     |
|--------------------------|---------------------|
| <input type="checkbox"/> | Product Conflict    |
| <input type="checkbox"/> | Poor Rotation       |
| <input type="checkbox"/> | Incorrect Media     |
| <input type="checkbox"/> | Outside Time Period |
| <input type="checkbox"/> | Order Entry Error   |

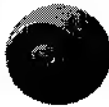
**EXPLANATION:**

credit due rebates for the week of 9/24 - dollars are being respend

Sun 10/14 3-4p 1x \$725  
 Thu 10/11 9-11p 1x \$5000  
 Thu 10/11 630-7p 1x \$1675  
 Thu 10/11 11-1138p 1x \$1200

Approved for Sales

Approved for Accounting



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

## Contract # 320413

Schedule Dates 09/24/12-10/14/12  
Advertiser Pol/P McCrory/R/Gov/NC (16611)  
Agency Smart Media Group (1343)  
Product Political - State Candidate (1071)  
Brand 924930 GOV (132181)  
Salesperson Telerep/Philadelphia, Philadelphia (1057)  
Sales Office Telerep/Philadelphia  
Buyer Name HANLEN, LINDSAY  
Phone/Fax /  
CPE MCCRO/ORDR/924930  
Account Types National/Political  
Billing Type Standard  
Comments MCCRO FOR GOVERNOR  
MCCRO FOR NC GOVERNOR

Date Entered 07/02/12  
Last Modified 10/10/12  
Entered By Jill Hipskind  
CO-OP No  
Headline # 06221192  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$7,380.00  
Net Total \$41,820.00  
Sales Tax

| Charlotte (WSOC)    |           |                    |
|---------------------|-----------|--------------------|
| By Broadcast Month  | Spots     | Rate               |
| Sep. 2012           | 51        | \$40,600.00        |
| Oct. 2012           | 4         | \$8,600.00         |
| <b>Grand Total:</b> | <b>55</b> | <b>\$49,200.00</b> |

| Line | Line Type / Break Type (Ref #) | Dates            | Sec | Length | Run Times           | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station          | Comments        | Entered |
|------|--------------------------------|------------------|-----|--------|---------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------|-----------------|---------|
| 1.2  | Normal Line / Spot             | 9/28/12-09/28/12 | 5   | :30    | 10A-11A (EST)       | 1   |    |    |    |    | 1  |    |    | 1     | \$375.00   | \$375.00   | Charlotte (WSOC) | DR PHIL         | 9/21/12 |
| 2.2  | Normal Line / Spot             | 9/20/12-09/28/12 | 5   | :30    | 10P-11P (EST)       | 1   |    |    |    |    | 1  |    |    | 1     | \$3,700.00 | \$3,700.00 | Charlotte (WSOC) | 20/20           | 9/21/12 |
| 3.2  | Normal Line / Spot             | 9/28/12-09/28/12 | 5   | :30    | 1P-2P (EST)         | 1   |    |    |    |    | 1  |    |    | 1     | \$375.00   | \$375.00   | Charlotte (WSOC) | CHW             | 9/22/12 |
| 4.2  | Normal Line / Spot             | 9/28/12-09/28/12 | 5   | :30    | 12P-1P (EST)        | 1   |    |    |    |    | 1  |    |    | 1     | \$375.00   | \$375.00   | Charlotte (WSOC) | EYEWITNESS NEWS | 9/21/12 |
| 5.2  | Normal Line / Spot             | 9/28/12-09/28/12 | 5   | :30    | 4P-5P (EST)         | 1   |    |    |    |    | 2  |    |    | 2     | \$825.00   | \$1,650.00 | Charlotte (WSOC) | DR OZ           | 9/21/12 |
| 6.2  | Normal Line / Spot             | 9/28/12-09/28/12 | 5   | :30    | 5:30A-6A (EST)      | 1   |    |    |    |    | 1  |    |    | 1     | \$425.00   | \$425.00   | Charlotte (WSOC) | NEWS DAYBREAK   | 9/21/12 |
| 7.2  | Normal Line / Spot             | 9/28/12-09/28/12 | 5   | :30    | 6P-6:30P (EST)      | 1   |    |    |    |    | 1  |    |    | 1     | \$1,100.00 | \$1,100.00 | Charlotte (WSOC) | 6P NEWS         | 9/21/12 |
| 8.2  | Normal Line / Spot             | 9/28/12-09/28/12 | 5   | :30    | 6A-6:30A (EST)      | 1   |    |    |    |    | 1  |    |    | 1     | \$850.00   | \$850.00   | Charlotte (WSOC) | NEWS DAYBREAK   | 9/21/12 |
| 9.2  | Normal Line / Spot             | 9/28/12-09/28/12 | 5   | :30    | 7A-8A (EST)         | 1   |    |    |    |    | 1  |    |    | 1     | \$775.00   | \$775.00   | Charlotte (WSOC) | GMA             | 9/21/12 |
| 10.2 | Normal Line / Spot             | 9/24/12-09/24/12 | 4   | :30    | 11:35P-12:05A (EST) | 1   |    |    |    |    |    |    | 1  | 1     | \$700.00   | \$700.00   | Charlotte (WSOC) | NIGHTLINE       | 9/21/12 |
| 11.2 | Normal Line / Spot             | 9/24/12-09/24/12 | 5   | :30    | 12P-1P (EST)        | 1   |    |    |    |    |    |    | 1  | 1     | \$375.00   | \$375.00   | Charlotte (WSOC) | EYEWITNESS NEWS | 9/21/12 |
| 12.2 | Normal Line / Spot             | 9/24/12-09/24/12 | 5   | :30    | 4P-5P (EST)         | 1   |    |    |    |    |    |    | 2  | 2     | \$825.00   | \$1,650.00 | Charlotte (WSOC) | DR OZ           | 9/21/12 |
| 13.2 | Normal Line / Spot             | 9/24/12-09/24/12 | 5   | :30    | 5:30A-6A (EST)      | 1   |    |    |    |    |    |    | 1  | 1     | \$425.00   | \$425.00   | Charlotte (WSOC) | NEWS DAYBREAK   | 9/21/12 |
| 14.2 | Normal Line / Spot             | 9/24/12-09/24/12 | 5   | :30    | 6P-6:30P (EST)      | 1   |    |    |    |    |    |    | 1  | 1     | \$1,100.00 | \$1,100.00 | Charlotte (WSOC) | 6P NEWS         | 9/21/12 |

## CONFIRMATION CONTRACT

Comments:

Date:

Accepted Station:

Date:

Accepted Agency/Advertiser:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

# Contract # 320413

**Schedule Dates** 09/24/12-10/14/12  
**Advertiser** Pol/P McCrory/R/Gov/NC (16611)  
**Agency** Smart Media Group (1343)  
**Product** Political - State Candidate (1071)  
**Brand** 924930 GOV (132181)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** HANLEN, LINDSAY  
**Phone/Fax** /  
**CPE** MCCRO/ORDR/924930  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** MCCRO FOR GOVERNOR  
MCCRO FOR NC GOVERNOR

**Date Entered** 07/02/12  
**Last Modified** 10/10/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06221192  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$7,380.00  
**Net Total** \$41,820.00  
**Sales Tax**

## Charlotte (WSOC)

**By Broadcast Month**  
Sep. 2012 51 \$40,600.00  
Oct. 2012 4 \$8,600.00  
**Grand Total:** 55 \$49,200.00

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times            | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station          | Comments        | Entered |
|------|--------------------------------|-------------------|-----|--------|----------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------|-----------------|---------|
| 15.2 | Normal Line / Spot             | 09/24/12-09/24/12 | 5   | :30    | 6A- 6:30A (EST)      | 1   | 1  |    |    |    |    |    |    | 1     | \$850.00   | \$850.00   | Charlotte (WSOC) | NEWS DAYBREAK   | 9/21/12 |
| 16.2 | Normal Line / Spot             | 09/24/12-09/24/12 | 5   | :30    | 7A- 8A (EST)         | 1   | 1  |    |    |    |    |    |    | 1     | \$775.00   | \$775.00   | Charlotte (WSOC) | GMA             | 9/21/12 |
| 17.2 | Normal Line / Spot             | 09/29/12-09/29/12 | 5   | :30    | 8A- 9A (EST)         |     |    |    |    |    |    | 1  |    | 1     | \$475.00   | \$475.00   | Charlotte (WSOC) | GMA SATURDAY    | 9/21/12 |
| 18.2 | Normal Line / Spot             | 09/30/12-09/30/12 | 5   | :30    | 6P- 6:30P (EST)      |     |    |    |    |    |    |    | 1  | 1     | \$1,000.00 | \$1,000.00 | Charlotte (WSOC) | 6P NEWS SUNDAY  | 9/21/12 |
| 19.2 | Normal Line / Spot             | 09/27/12-09/27/12 | 6   | :30    | 10A- 11A (EST)       |     |    |    |    | 1  |    |    |    | 1     | \$375.00   | \$375.00   | Charlotte (WSOC) | DR PHIL         | 9/21/12 |
| 20.2 | Normal Line / Spot             | 09/27/12-09/27/12 | 4   | :30    | 11:35P- 12:05A (EST) |     |    |    |    | 1  |    |    |    | 1     | \$700.00   | \$700.00   | Charlotte (WSOC) | NIGHTLINE       | 9/21/12 |
| 21.2 | Normal Line / Spot             | 09/27/12-09/27/12 | 5   | :30    | 12P- 1P (EST)        |     |    |    |    | 1  |    |    |    | 1     | \$375.00   | \$375.00   | Charlotte (WSOC) | EYEWITNESS NEWS | 9/21/12 |
| 22.2 | Normal Line / Spot             | 09/27/12-09/27/12 | 5   | :30    | 4P- 5P (EST)         |     |    |    |    | 2  |    |    |    | 2     | \$825.00   | \$1,650.00 | Charlotte (WSOC) | DR OZ           | 9/21/12 |
| 23.2 | Normal Line / Spot             | 09/27/12-09/27/12 | 5   | :30    | 5:30A- 6A (EST)      |     |    |    |    | 1  |    |    |    | 1     | \$425.00   | \$425.00   | Charlotte (WSOC) | NEWS DAYBREAK   | 9/21/12 |
| 24.2 | Normal Line / Spot             | 09/27/12-09/27/12 | 5   | :30    | 6P- 6:30P (EST)      |     |    |    |    | 1  |    |    |    | 1     | \$1,100.00 | \$1,100.00 | Charlotte (WSOC) | 6P NEWS         | 9/21/12 |
| 25.2 | Normal Line / Spot             | 09/27/12-09/27/12 | 5   | :30    | 6A- 6:30A (EST)      |     |    |    |    | 1  |    |    |    | 1     | \$850.00   | \$850.00   | Charlotte (WSOC) | NEWS DAYBREAK   | 9/21/12 |
| 26.2 | Normal Line / Spot             | 09/27/12-09/27/12 | 5   | :30    | 7A- 8A (EST)         |     |    |    |    | 1  |    |    |    | 1     | \$775.00   | \$775.00   | Charlotte (WSOC) | GMA             | 9/21/12 |
| 27.2 | Normal Line / Spot             | 09/25/12-09/25/12 | 5   | :30    | 10A- 11A (EST)       |     |    |    |    | 1  |    |    |    | 1     | \$375.00   | \$375.00   | Charlotte (WSOC) | DR PHIL         | 9/21/12 |
| 28.2 | Normal Line / Spot             | 09/25/12-09/25/12 | 4   | :30    | 11:35P- 12:05A (EST) |     |    |    |    | 1  |    |    |    | 1     | \$700.00   | \$700.00   | Charlotte (WSOC) | NIGHTLINE       | 9/21/12 |

## CONFIRMATION CONTRACT

Comments:

Date:

Accepted Station:

Date:

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**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

## Contract # 320413

Schedule Dates 09/24/12-10/14/12

Advertiser Pol/P McCrory/R/Gov/NC (16611)

Agency Smart Media Group (1343)

Product Political - State Candidate (1071)

Brand 924930 GOV (132181)

Salesperson Telerep/Philadelphia, Philadelphia (1057)

Sales Office Telerep/Philadelphia

Buyer Name HANLEN, LINDSAY

Phone/Fax /

CPE MCCRO/ORDR/924930

Account Types National/Political

Billing Type Standard

Comments MCCRO FOR GOVERNOR  
MCCRO FOR NC GOVERNOR

Date Entered 07/02/12  
Last Modified 10/10/12  
Entered By Jill Hipskind  
CO-OP No  
Headline # 06221192  
Demo  
Order Type Normal  
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Commission % 15.00  
Commission \$7,380.00  
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Sales Tax

**Charlotte (WSOC)**  
By Broadcast Month  
Sep. 2012 51 \$40,600.00  
Oct. 2012 4 \$8,600.00  
Grand Total: 55 \$49,200.00

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times            | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate       | Total      | Station          | Comments        | Entered |
|------|--------------------------------|-------------------|-----|--------|----------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------|-----------------|---------|
| 29.2 | Normal Line / Spot             | 09/25/12-09/25/12 | 5   | :30    | 12P- 1P (EST)        | 1   |    | 1  |    |    |    |    |    | 1     | \$375.00   | \$375.00   | Charlotte (WSOC) | EYEWITNESS NEWS | 9/21/12 |
| 30.2 | Normal Line / Spot             | 09/25/12-09/25/12 | 5   | :30    | 4P- 5P (EST)         | 2   |    | 2  |    |    |    |    |    | 2     | \$825.00   | \$1,650.00 | Charlotte (WSOC) | DR OZ           | 9/21/12 |
| 31.2 | Normal Line / Spot             | 09/25/12-09/25/12 | 5   | :30    | 5:30A- 6A (EST)      | 1   |    | 1  |    |    |    |    |    | 1     | \$425.00   | \$425.00   | Charlotte (WSOC) | NEWS DAYBREAK   | 9/21/12 |
| 32.2 | Normal Line / Spot             | 09/25/12-09/25/12 | 5   | :30    | 6P- 6:30P (EST)      | 1   |    | 1  |    |    |    |    |    | 1     | \$1,100.00 | \$1,100.00 | Charlotte (WSOC) | 6P NEWS         | 9/21/12 |
| 33.2 | Normal Line / Spot             | 09/25/12-09/25/12 | 5   | :30    | 6A- 6:30A (EST)      | 1   |    | 1  |    |    |    |    |    | 1     | \$850.00   | \$850.00   | Charlotte (WSOC) | NEWS DAYBREAK   | 9/21/12 |
| 34.2 | Normal Line / Spot             | 09/25/12-09/25/12 | 5   | :30    | 7A- 8A (EST)         | 1   |    | 1  |    |    |    |    |    | 1     | \$775.00   | \$775.00   | Charlotte (WSOC) | GMA             | 9/21/12 |
| 35.2 | Normal Line / Spot             | 09/26/12-09/26/12 | 4   | :30    | 11:35P- 12:05A (EST) | 1   |    |    | 1  |    |    |    |    | 1     | \$700.00   | \$700.00   | Charlotte (WSOC) | NIGHTLINE       | 9/21/12 |
| 36.2 | Normal Line / Spot             | 09/26/12-09/26/12 | 5   | :30    | 12P- 1P (EST)        | 1   |    | 1  |    |    |    |    |    | 1     | \$375.00   | \$375.00   | Charlotte (WSOC) | EYEWITNESS NEWS | 9/21/12 |
| 37.2 | Normal Line / Spot             | 09/26/12-09/26/12 | 5   | :30    | 4P- 5P (EST)         | 2   |    | 2  |    |    |    |    |    | 2     | \$825.00   | \$1,650.00 | Charlotte (WSOC) | DR OZ           | 9/21/12 |
| 38.2 | Normal Line / Spot             | 09/26/12-09/26/12 | 5   | :30    | 5:30A- 6A (EST)      | 1   |    | 1  |    |    |    |    |    | 1     | \$425.00   | \$425.00   | Charlotte (WSOC) | NEWS DAYBREAK   | 9/21/12 |
| 39.2 | Normal Line / Spot             | 09/26/12-09/26/12 | 5   | :30    | 6P- 6:30P (EST)      | 1   |    | 1  |    |    |    |    |    | 1     | \$1,100.00 | \$1,100.00 | Charlotte (WSOC) | 6P NEWS         | 9/21/12 |
| 40.2 | Normal Line / Spot             | 09/26/12-09/26/12 | 5   | :30    | 8A- 6:30A (EST)      | 1   |    | 1  |    |    |    |    |    | 1     | \$850.00   | \$850.00   | Charlotte (WSOC) | NEWS DAYBREAK   | 9/21/12 |
| 41.2 | Normal Line / Spot             | 09/26/12-09/26/12 | 5   | :30    | 7A- 8A (EST)         | 1   |    | 1  |    |    |    |    |    | 1     | \$775.00   | \$775.00   | Charlotte (WSOC) | GMA             | 9/21/12 |
| 42.1 | Normal Line / Spot             | 09/29/12-09/29/12 | 6   | :30    | 12P- 12:30P (EST)    | 1   |    |    |    |    |    | 1  |    | 1     | \$275.00   | \$275.00   | Charlotte (WSOC) | NN              | 9/24/12 |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

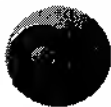
Date:

Accepted-Station:

Date:

Comments:

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|------|--------------------------------|-------------------|-----|--------|-------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------|----------|----------|
| 43.0 | Normal Line / Spot             | 09/24/12-09/24/12 | 4   | :30    | 11P-11:35P (EST)  | 1   | 1  |    |    |    |    |    |    | 1     | \$1,200.00 | \$1,200.00 | Charlotte (WSOC) |          | 9/21/12  |
| 44.0 | Normal Line / Spot             | 09/29/12-09/29/12 | 5   | :30    | 8P-11:30P (EST)   |     |    |    |    |    |    | 1  |    | 1     | \$2,500.00 | \$2,500.00 | Charlotte (WSOC) |          | 9/21/12  |
| 45.0 | Normal Line / Spot             | 09/26/12-09/26/12 | 4   | :30    | 11P-11:35P (EST)  |     |    |    | 1  |    |    |    |    | 1     | \$1,200.00 | \$1,200.00 | Charlotte (WSOC) |          | 9/21/12  |
| 46.0 | Normal Line / Spot             | 09/24/12-09/24/12 | 5   | :30    | 4:30A-4:59A (EST) | 1   | 1  |    |    |    |    |    |    | 1     | \$75.00    | \$75.00    | Charlotte (WSOC) |          | 9/21/12  |
| 48.0 | Normal Line / Spot             | 10/11/12-10/11/12 | 5   | :30    | 6:30P-7P (EST)    | 1   |    |    |    | X  |    |    |    | 1     | \$1,675.00 | \$1,675.00 | Charlotte (WSOC) |          | 10/9/12  |
| 49.0 | Normal Line / Spot             | 10/11/12-10/11/12 | 5   | :30    | 9P-11P (EST)      | 1   |    |    |    | X  |    |    |    | 1     | \$5,000.00 | \$5,000.00 | Charlotte (WSOC) |          | 10/9/12  |
| 50.0 | Normal Line / Spot             | 10/11/12-10/11/12 | 4   | :30    | 11P-11:38P (EST)  | 1   |    |    |    | X  |    |    |    | 1     | \$1,200.00 | \$1,200.00 | Charlotte (WSOC) |          | 10/10/12 |
| 51.0 | Normal Line / Spot             | 10/14/12-10/14/12 | 5   | :30    | 3P-4P (EST)       | 1   |    |    |    |    |    |    | X  | 1     | \$725.00   | \$725.00   | Charlotte (WSOC) |          | 10/10/12 |

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

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